

Email Verification Pricing Index & Market Report (Q1 2026)

Baseline 2026 Rate Card Audit Across the Top 35 Ranked Email Verification Providers (10K, 100K & 1M Credits)

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10,000 CREDITS (10K)
\$9 vs. \$60 Median
MailVeri is 85% below Top-35 Median

100,000 CREDITS (100K)
\$59 vs. \$400 Median
MailVeri is 85% below Top-35 Median

1,000,000 CREDITS (1M)
\$299 vs. \$1,500
MailVeri is 80% Below Median

5,000,000 CREDITS (5M)
\$999 (\$0.0002/ea)
Non-Expiring • 100% Unknown Refund

1. Executive Summary (Q1 2026 (January 15, 2026))

- Top-35 Ranked Benchmark Index:** The Q1 2026 edition establishes our baseline across the 35 highest-ranked email verification providers globally (selected by Tranco Top 1M traffic rank and verified search demand), categorized into **Tier 1 (12 Enterprise & Cloud ESP Leaders)**, **Tier 2 (15 Established Mid-Market & B2B Suites)**, and **Tier 3 (8 Popular Challengers & Catch-All Specialists)**.
- Q1 2026 Market Medians (\$60 / \$400 / \$1,500):** Across the Top 35 cohort, the Q1 2026 median stands at **\$60 for 10K**, **\$400 for 100K**, and **\$1,500 for 1M verifications**—making **MailVeri (\$9 / \$59 / \$299)** 85% cheaper at 10K/100K and 80% cheaper at 1M.
- Credit Expiration & Billing Multipliers:** Legacy platforms including NeverBounce, Kickbox, Melissa Data, Loqate, and MillionVerifier enforce 12-month credit expiration windows in Q1 2026, while MailVeri maintains non-expiring Pay-As-You-Go credits and 100% refunds on inconclusive Unknown results.

2. Tier 1 — Enterprise & Cloud ESP Verification Leaders (12 Providers + MailVeri Benchmark)

Provider	Segment	Jan 2026 — Q1 (10K / 100K / 1M)	Billing Model & Policy Notes (Q1 2026)
MailVeri	Benchmark Leader	\$9 / \$59 / \$299	Pay-As-You-Go (\$999 at 5M = \$0.0002/email); credits never expire; 100% Unknown refund.
ZeroBounce	Enterprise Verifier	\$80 / \$425 / \$2,750	Pay-As-You-Go & monthly plans; credits never expire.
NeverBounce (ZoomInfo)	Enterprise Verifier	\$50 / \$400 / \$3,000	Pay-As-You-Go; credits expire after 12 months.
BriteVerify (Validity)	Enterprise Hygiene	\$80 / \$600 / \$4,500	Bills for Unknown results and duplicate rows.
Kickbox	Enterprise / ESP Verifier	\$80 / \$800 / \$4,000	Pay-As-You-Go; credits expire after 12 months.
Melissa Data	US Enterprise Hygiene	\$60 / \$360 / \$1,800	US enterprise data quality suite; prepaid credits expire after 12 months.
Loqate (GBG)	UK / Global Enterprise	\$80 / \$500 / \$2,500	GBG enterprise address & email hygiene; annual contract credit expiry.
AtData (TowerData)	Enterprise Data & Hygiene	\$100 / \$600 / \$3,000	Enterprise hygiene contract model; parent company of XVerify.
XVerify	Enterprise Hygiene	\$70 / \$400 / \$1,500	Pay-As-You-Go; subsidiary of AtData.
SendGrid Validation	Cloud ESP API	\$100 / \$600 / \$3,000	Requires SendGrid Pro/Premier plan; bills every API call.
Mailgun Validate	Cloud ESP API	\$120 / \$800 / \$4,000	Requires Mailgun Scale plan (\$90+/mo); bills every API call.
Email Hippo	UK / Enterprise Verifier	\$88 / \$468 / \$1,872	Separates CORE (bulk) and MORE (API) plans; bills for Unknowns.
Allegrow	Enterprise Deliverability	\$150 / \$500 / \$3,000	Annual enterprise contract (\$500+/mo); Salesloft/Outreach integration.

3. Tier 2 — Established Mid-Market & B2B Prospecting Verifiers (15 Providers)

Provider	Segment	Jan 2026 — Q1 (10K / 100K / 1M)	Billing Model & Policy Notes (Q1 2026)
Emailable	Global Standalone Verifier	\$60 / \$420 / \$2,100	Pay-As-You-Go & monthly plans; non-expiring credits.
Clearout	Global Standalone Verifier	\$58 / \$350 / \$1,100	Pay-As-You-Go & subscription tiers.
Bouncer	EU / Global Verifier	\$60 / \$400 / \$2,000	Pay-As-You-Go; non-expiring credits.

Provider	Segment	Jan 2026 — Q1 (10K / 100K / 1M)	Billing Model & Policy Notes (Q1 2026)
Verifalia	Multi-Pass Verifier	\$50 / \$389 / \$1,490	1x Standard rate; High (2x) and Extreme (4x) consume extra credits.
MillionVerifier	Global Bulk Verifier	\$37 / \$129 / \$389	Pay-As-You-Go; credits expire after 12 months.
DeBounce	Global Bulk Verifier	\$15 / \$90 / \$500	Pay-As-You-Go on debounce.io.
QuickEmailVerification	Global Standalone Verifier	\$60 / \$320 / \$1,350	Pay-As-You-Go & monthly tiers.
EmailListVerify	Global Bulk Verifier	\$24 / \$169 / \$599	Pay-As-You-Go; non-expiring credits.
MailerCheck (MailerLite)	ESP Ecosystem Verifier	\$80 / \$500 / \$2,000	Pay-As-You-Go (\$5,000 at 5M); MailerLite ecosystem.
CaptainVerify	EU / French Verifier	\$70 / \$390 / \$1,500	European email & HLR mobile lookup platform.
Hunter.io	B2B Email Finder & Verifier	\$149 / \$299 / \$2,500	Bundled into recurring monthly/annual subscription tiers.
Snov.io	Sales Outreach & Verifier	\$189 / \$738 / \$3,690	Monthly subscription; verification consumes prospecting credits.
VoilaNorbert	B2B Finder & PAYG Verifier	\$30 / \$150 / \$1,000	Standalone Pay-As-You-Go verification (\$0.003/email down to \$0.001).
Prospeo	B2B Email Finder & Verifier	\$50 / \$500 / \$1,500	Monthly subscription; consumes 0.5 credit per verification.
Findymail	B2B Email Finder & Verifier	\$166 / \$1,660 / Contact	Monthly subscription (\$249/mo for 15K finder/verifier credits).

4. Tier 3 — Popular Challengers & Catch-All Specialists (8 Providers)

Provider	Segment	Jan 2026 — Q1 (10K / 100K / 1M)	Billing Model & Policy Notes (Q1 2026)
Reoon	Bulk & AppSumo LTD	\$11.90 / \$116.40 / \$960	Instant PAYG or daily resetting credits; 15-day data retention.
MyEmailVerifier	Global Bulk Verifier	\$32 / \$105 / \$360	Pay-As-You-Go; enforces 100K-row per file upload limit.
BounceBan	Cold Email / Catch-All	\$35 / \$350 / \$1,450	Pay-As-You-Go; non-expiring credits.
Scrubby.io	Burner-Send Catch-All	\$350 / \$3,000 / Contact	Secondary tool that sends burner emails and waits 48–72 hours.
Email List Validation	Bulk List Cleaner	\$59 / \$299 / \$1,099	Pay-As-You-Go & monthly tiers.
TrueMail	Bulk List Cleaner	\$39 / \$199 / \$800	Standard bulk list cleaning packages.
TheChecker	Consolidated (→ Emailable)	\$18 / \$109 / \$449	Standalone budget Pay-As-You-Go verifier in Q1 2026.
Bouncify	Bulk List Cleaner	\$19 / \$99 / \$479	Pay-As-You-Go credits (\$1,799 at 5M).